



**2017**  
**INSTITUTIONAL**  
**IDENTITY STYLE GUIDE**



# MESSAGE FROM THE DIRECTOR OF COMMUNICATIONS

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As Hill College continues its commitment to excellence in the classroom, it's important that we also commit to providing a consistent brand and image for the College. Doing so portrays a unified, professional identity that resonates with our district.

Think of corporations or franchises whose logos are recognized instantly because of their unique and unmistakable brands. Our goal is to make Hill College's brand the same. Achieving that goal requires a total team effort. With that in mind, the College has developed this branding style guide to give clear direction and examples of graphic and writing style for Hill College. Each item produced by

the College is a depiction of what we do, how we represent ourselves and how others view us. Following this branding style guide will help give Hill College a unique, consistent and credible message through everything produced by the College. Each of us will play a vital role in those efforts.

College employees are asked to follow these guidelines, and I appreciate your support as we continue to work toward a consistent image and brand.

Robin DeMott  
Director of Communications

## COMMUNICATIONS OFFICE

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The Hill College Communications Office is here to serve all needs for the College with regard to media relations, recruiting materials, publications and marketing programs, events and the College as a whole.

## DEPARTMENTAL MISSION

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The Communications Department creates and implements communication and recruitment strategies to support Hill College initiatives, as well as build advocacy and awareness while promoting the consistent use of the College brand.

## COMMUNICATIONS OFFICE GOALS

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- Increase Overall Communications
- Increase Brand Awareness
- Enhance technical and team-building skills through professional development

## COMMUNICATIONS OFFICE STAFF

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# INTRODUCTION

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A College's brand identity is the most important element of its visual image. Because of its potential for credibility and influence, and the impression it has on the public, a brand identity can be considered the foundation of all communication and marketing efforts.

Our brand identity demonstrates Hill College's commitment to quality, its staff, its public, and its goals. It must make a memorable impression, one that clearly communicates the college's basic mission and vision and reflects its significance. A single, consistent message, is key.

## **A brand is not:**

- a name
- a logo
- a product
- a person
- a building
- an ad campaign

## **A brand is a promise.**

The Hill College brand promise is:

Hill College provides high quality comprehensive educational programs and services. The College enhances the educational, cultural, and economic development of its service area and assists both individuals and the community to prepare for a more productive life.

## **We support our brand promise by:**

- How we answer the phone
- Public and media relations (press releases)
- Posters, flyers, and yard signs on campus
- Advertising and marketing
- Website and newsletters
- Signage inside and out

A logo isn't a brand, it is a symbol that represents a brand. A brand is everything we do and say. A brand is an opinion that is formed through experiences, a reputation. We are all Hill College brand ambassadors cultivating the institution's reputation.

## **Some brand terms we like:**

- Brand (noun) = our reputation, combined with our promise
- Brand Promise = modeling our core values in all that we do
- Brand (verb) = "branding" is the action of visually marking our material
- Logo = symbol used to represent one's brand (may also be called "mark")
- Brand Equity = the positive aspects our brand now represents
- Identity = what our brand represents, our reputation
- Brand Ambassador = You—your work directly impacts our brand

## PURPOSE OF INSTITUTIONAL IDENTITY STYLE GUIDE

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The primary purpose of this institutional style guide is to provide direction and specifications for the use and presentation of the Hill College logo and branding elements. It also provides helpful marketing information. The manual includes examples of how and how not to use the college's logo and brand identity in a variety of materials and situations. It is important that these standards are applied to all communications to create familiarity and maintain consistency and continuity. When the college's signature is treated consistently, it becomes the visual cornerstone that supports the Hill College message and identity across the entire organization and throughout its service area, in all college programs, services and activities.

## FOR MORE INFORMATION

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The Hill College Communications Office monitors and maintains the correct use of the Hill College brand identity. Note that while not all applications and usages can be depicted in any style guide, it is important that users apply the Hill College brand as closely as possible in print and electronic publications, specialty items, web, signage and advertising. Any deviations to this style should be discussed, and approved, in advance with the Hill College Communications Office. If you have questions about this manual, use of the logo and other visual identification elements, please contact the Communications Office.

Direct questions to:  
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# HILL COLLEGE BRAND MISSION

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Hill College provides high quality comprehensive educational programs and services. The College enhances the educational, cultural, and economic development of its service area and assists both individuals and the community to prepare for a more productive life.

## VISION

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Grow Hill College to be the “College of Choice”

Showcase Hill College as a unique and innovative place of teaching and learning

Promote Hill College student success

## CORE VALUES

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Accountability • Dedication • Integrity • Positivity • Respect

## OUR NAMES

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Names are distinguished with a hyphen. Do not use spaces to offset the hyphen. Spell out the entire College name on first reference, but “HC” is used in subsequent references.

### Colleges

- Hill College Hill County Campus (HCC is acceptable in subsequent references\*)
- Hill College Johnson County Campus (JCC is acceptable in subsequent references\*)
- Hill College Burlison Center
- Hill College Meridian Center
- Hill College Cleburne Technical Center

Names may be shortened when presented with the Hill College logo.

\*Only abbreviate the locations on second reference:

Example: Hill County Campus, Johnson County Campus, Burlison Center and Meridian Center

### Foundation

- Hill College Foundation
- Johnson County Development Foundation
- Johnson County Education Foundation

### Boards and Councils

- Hill College Board of Regents
- Johnson County Campus Advisory Council
- Hill College Executive Council

## OUR LOGO

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### The Elements

The Hill College logo incorporates two graphic elements, the Star with two colored square and the logotype "Hill College." The two elements combined must always be used together. The logo must appear prominently (generally, on the cover) of all materials published externally by the College in print or electronic format.

The logotype "Hill College" is a customized type font that must always be used with the logo. It may not be replaced or represented by any other font. Use the Hill College logo when referring to campuses and centers as well as administration. It is permissible to use the Hill College logo in advertisements when referring to the Colleges and centers. In addition, the Hill College logo should be used for education industry purposes. For any questions, please contact the Communications Office.

### Safe Space

A safe area around the logo must be preserved to give dignity to the logo and allow for maximum legibility. No elements such as typography, other logos or graphics may intrude upon this safe area. In addition, placing the logo too close to a cut or folded edge also violates the safe area. The safe area should equal the size of the width of the "C" in "College" and should be applied to all four sides of the logo in order to create a "box" of safe space.

## PRIMARY LOGOS

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Our main logo is square. We also have alternate versions of the logo that can be used when a horizontal logo is the best choice for the space. These logos are used in the same colors as the vertical logo. White/Frosted logos are recommended for use on windows.

# COLORS

PRIMARY COLORS			
COLOR	PANTONE	PROCESS	RGB
BLUE	3005	100/31/0/0	0/119/200
RED	485	0/95/100/0	218/41/28
WHITE			
SECONDARY COLORS			
SILVER	428	10/4/4/14	193/198/200
GOLD	1235	0/31/98/0	255/184/28
DARK BLUE	534	95/74/7/44	27/54/93
DARK RED	187	7/100/82/26	166/25/46

## Primary Colors

These are the Hill College branded colors. Use these as dominate colors on print and electronic publications and full-color advertising.

## Secondary Colors

Use these accent colors on print and electronic publications and full-color advertising. This are often used in the form of square leader dots.

## Use of Colors

The logo may be used in full color against a white background. Against all other color backgrounds, all logos must appear in blue (one color), white or black.

Background colors should be used as solids. Any deviations with the use of color require approval in advance by the Communications Office.

# SEALS

Seals can only be used with permission from the Communications Office and is reserved for official documents such as diplomas and commencement.



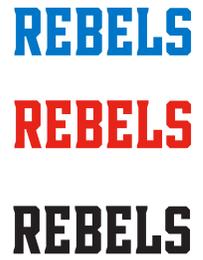
# MASCOT FOR ATHLETICS AND STUDENT LIFE



*Note: You cannot remove shield and keep the mascot unless approved by the Communications Office.*

The mascot may not appear in close proximity to the HC logo. When both elements are required for uniforms, hats, shirts, or specialty products, position the HC logo away from the mascot, preferably on the reverse side of the uniform, hat, shirt or product. Please consult the Communications Office for use of the College mascot.

# WORD MARKS FOR ATHLETICS



# LETTERMAN LOGO



# WRONG LOGO USAGE

These uses of the logo are never allowed. Logos must be in the approved colors, on a simple background. Do not "shadow" a logo. If a background color is used for the College publication it must be white or on a simple background within a photograph.



Do not use unapproved colors.



Do not apply drop shadows.



Do not place logo on busy backgrounds.



Do place logo on simple backgrounds.

## LOGO SIZE

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In general, the logo must be prominently displayed, and sized appropriately for each particular purpose. Recommended minimum sizes are shown below. You must have approval from the Communications Office to make the logo smaller than the recommended minimum size.



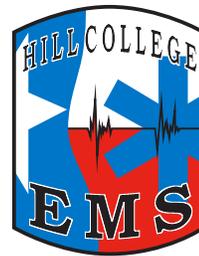
Recommended  
minimum size for print  
3/4"

Recommended  
minimum size for Web  
75 pixels

## TECHNOLOGY PROGRAMS UNIFORM PATCHES

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The Hill College logo or logotype should be used in program or departmental patches, such as those commonly used for health care, police, firefighter, or other related programs. When patches are required for uniforms, an icon representing the industry or profession should be used. Patches require approval in advance by the Communications Office.



## CLUBS, ORGANIZATIONS, AND DEPARTMENT LOGOS

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Logos or other visual identification for College-sponsored clubs, organizations as well as departments must be co-branded with correct use of the appropriate Hill College logo. Clubs, organizations or departments may not develop alternate logos for individual use. Logos for student clubs, organizations or departments require approval in advance by the Communications Office. When identification is placed under the logotype, it is set in Myriad Pro when available otherwise use PT Sans and must not be wider than the logotype.



STUDENT  
GOVERNMENT



STUDENT GOVERNMENT

## WEB ADDRESS

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Our website address is written as [www.hillcollege.edu](http://www.hillcollege.edu). The web address can be paired with the logo as shown below, or it can be elsewhere on the communication piece. When the website is placed under the logotype, it is set in Myriad Pro when available otherwise use PT Sans and must not be wider than the logotype.



[www.hillcollege.edu](http://www.hillcollege.edu)

## TYPOGRAPHY

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### Primary Fonts

Myriad Pro

Acceptable Google font replacement is PT Sans.

Myriad Pro is the primary Hill College font and only font used for body text.

TRAJAN PRO

Trajan Regular is a Hill College font.

Acceptable Google font replacement is Crimson

This is only in all capital letters and is used for headlines and the Museum.

Large and small caps may be used.

### Accent Font

*Caflish Script Pro*

Caflish Script Pro is an alternate Hill College font.

This font is used sparingly and as an accent font only.

### Specialty Font

*Brush Script MT*

Brush Script MT is a Hill College Font.

This is only used in 15 Forward, Think 30 and Clock the Credit Campaigns.



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